

**DISTRIBUTING PRODUCTS FROM SUPPLIERS TO CONSUMERS
IN A NETWORK ENVIRONMENT**

Abstract of the Disclosure

Systems and methods enabling suppliers to control the distribution of products to consumers in a network environment while accommodating the concerns of its brick and mortar distribution channels are described. Consumer orders for products are received, and consumer product orders are routed in accordance with fulfillment policies respectively selected by the supplier(s). The system includes a graphical consumer interface configured to receive consumer orders for products, and an order flow controller configured to route consumer product orders in accordance with fulfillment policies respectively selected by the supplier(s). The system also includes a graphical consumer interface that is accessible over the Internet and is configured to display price and availability information for the products of each of the suppliers organized by product category and is configured to receive consumer orders for products. A consumer may search through displayable product information within a given category by supplier, by product type, by product feature, or by a combination of two or more of these identifiers using a search engine.